



NORTHERN WHOLESALE SUPPLY INC.

Advertising Specifications for Graphics

Full color Artwork for Northern Wholesale Supply catalog and flyers.

The production department at Northern Wholesale Supply, Inc. uses the Adobe Creative Suite on PC systems. Please take this into consideration when preparing your files. Please indicate what format and software your files were created in when submitting your materials.

We prefer materials supplied in the following formats:

EPS, PSD, and TIFF. We prefer advertisements and layouts created in:

Adobe InDesign version CS3 or lower
Adobe PhotoShop version CS3 or lower
Adobe Illustrator version CS3 or lower

Any files submitted in QuarkXpress or in PDF can not be guaranteed for accuracy and should be used as a last case option.

We do not except files created in:
Microsoft Word, Microsoft Publisher or Microsoft Powerpoint

Color:

All publications are printed in CMYK. Please separate all spot colors to your specifications prior to submitting artwork. If it is imperative that PMS colors will be required by your project please contact us for any adjustments to your contract.

Images:

Please include all images and other graphic elements imported, placed or embedded into your advertisement to help insure the best quality possible. All images should be at your best quality possible helping to retain a 300 dpi standard. Also try to avoid any special effects to images in your layout software because of a potential loss of information when transferring to position for printing.

Fonts:

Include all fonts. All fonts should be postscript and not True Type Fonts. For best results select and use actual fonts and do not apply any additional formats such as bold or italic. For example use (Times Bold) instead of regular times with a bold style applied. If you are using odd or decorative fonts, it is best to outline them in your drawing program before submitting your advertisement.

Full color Artwork for Northern Wholesale Supply E-mail Broadcasting.

Web Formats:

Please use all standard HTML formatting while developing you web advertisement promotions. All images should be PNG, GIF, JPG as small file sizes as possible.

Flash files are also accepted but must have their fonts embedded.

All artwork should be in RGB color mode and a maximum resolution of 72 dpi.

Mailing Instructions:

All information ready for submission to Northern Wholesale Supply, Inc. should be sent to the following address. Media returned only upon written request. FTP access is also available upon request.

**Northern Wholesale Supply, Inc.
Graphics Department
6800 Otter Lake Road
Lino Lakes, MN 55038**

Advertising contracts and advertising templates now available online

Simply go to our web site and download a copy

www.northernwholesale.com/advertising

or contact the Northern Graphics Department at
1-800-666-1111 for any additional information